



July 16, 2004

Dear New Homes Partner:

ENERGY STAR is pleased to provide you with this electronic newsletter. Here is a summary of what's below:

NEW MARKETING MATERIALS New ENERGY STAR Ad Campaign New Sales Toolkit New Consumer Brochure ENERGY STAR POLICIES New Logo Required by Year End Sticker Labels Need to be Affixed Responding to Homeowner Complaints PARTNER NEWS Nevada Partners Offer Coupon Booklet Ad Partnership Continues to Grow Developers Require ENERGY STAR Partner of the Year Award Winners	ENERGY STAR Reaches 250,000 Homes ENERGY STAR has reached 250,000 qualified new homes. In 2003, nearly 6% of all U.S. housing starts were ENERGY STAR qualified, up from 3% in 2002. Also, last year a record 1,000 new partners joined the homes program. The ENERGY STAR Homes Team continues to be amazed by the program's growth. We wish to express our appreciation to the partners who recruit new builders and help maintain the program's success.
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NEW MARKETING MATERIALS

New ENERGY STAR Ad Campaign

ENERGY STAR just launched a new public education campaign. The TV spot is humorous; it shows a husband modifying the family car to prevent pollution, while his wife simply goes to www.energystar.gov to learn 5 easy ways to reduce air pollution and save energy. The campaign also includes radio and print, in English and Spanish, and will run for a minimum of 18 months. While the new campaign is not specifically focused on new homes, it will increase awareness of ENERGY STAR in general. For information on how to use and co-brand the campaign materials, go to:

http://www.energystar.gov/index.cfm?c=promotions.pt_national_promotions.

VIEW THE NEW PSA! Go to: http://www.energystar.gov/index.cfm?c=news.nr_psa

New Sales Toolkit

The ENERGY STAR Sales Toolkit helps builders to create customized ENERGY STAR marketing flyers and sales materials that highlight the features and benefits of their homes, and use their company logo and selected pictures. Download the Toolkit at http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.sales_toolkit. For those unable to download the software, CD-ROM versions are also available from the ENERGY STAR Hotline at 1-888-STAR-YES.

New Consumer Brochure

A new version of the ENERGY STAR for Homes Consumer Brochure will be available in September 2004. This new brochure highlights the features and benefits of ENERGY STAR qualified homes and will replace the 'purple brochure' that many builders provide to prospective homebuyers in their model homes. Call the ENERGY STAR Hotline at 1-888-STAR-YES to order the brochures.

ENERGY STAR POLICIES



New Logo Required by Year End

Over a year ago, EPA launched an updated suite of ENERGY STAR logo marks. We provided an extensive phase-in period of the marks so as not to disrupt partners' ongoing marketing efforts with the old logo. All partners must be using the new marks by January 2005. To download the new marks, go to: www.energystar.gov/logos. If you have lost or forgotten your user name and/or password, call the ENERGY STAR Hotline at 1-888-STAR-YES and request a new one.

Sticker Labels Need to be Affixed

As ENERGY STAR staff visit with partners across the country, we've observed that the "ENERGY STAR Qualified Home" sticker label is not being affixed regularly in qualified homes. As many of the existing ENERGY STAR qualified homes are re-sold, the presence of the label helps assure the home is recognized as truly energy efficient. It is ENERGY STAR's policy that all homes that meet the program's performance guideline be labeled. The label can either be affixed by the Home Energy Rater while on site once the home passes (this being the preferred option), or forwarded to the builder to post.

Responding to Homeowner Complaints

EPA has noted a small, but increasing, number of homeowner complaints concerning poor quality construction and high utility bills. As with any consumer brand, it is critical that ENERGY STAR maintains a strong, positive reputation in the marketplace. It is EPA's expectation that all ENERGY STAR partners will work to resolve consumer complaints quickly and fairly.

In order to respond to consumer grievances received in our office, EPA has developed a complaint protocol. Upon receiving a complaint, EPA will first encourage the homeowner to work with their builder to resolve the issue. If the homeowner is still unsatisfied with the builder's response, EPA will gather relevant information - such as the HERS rating or utility bills - from the homeowner, builder, Provider, or sponsoring organization to determine if the problem is ENERGY STAR-related. If so, the EPA will communicate with the builder and request that the problem be resolved. EPA maintains the right to revoke the partner status of any organization that fails to abide by the partnership agreement.

PARTNER NEWS

Nevada ENERGY STAR Partners Offer Coupon Booklet

Las Vegas ENERGY STAR builders have joined with local retailers RC Willey and Sears to offer discounts this summer on ENERGY STAR qualified appliances and electronics. Visitors to any of the 19 Las Vegas ENERGY STAR builders will receive a coupon booklet. This is the first time new homes and retail partners have worked together to promote ENERGY STAR. For more information, contact Linda Reidt Critchfield of ENERGY STAR at (202) 343-9152.

2004 Advertising Partnership Continues to Grow

This year, 17 markets are participating in the Advertising Partnership, up from 12 cities in 2003, and 8 in 2002. Joining us again are Las Vegas, Phoenix, Houston, Orlando, Salt Lake City, and Grand Strand (NC). New participants are: Indianapolis, San Antonio, New York City, Baltimore, Wilmington (DE), and Minneapolis. Although the program is closed out for 2004, information about the effort is on our Web site. The ad partnership will be offered again in 2005.

Developers Require ENERGY STAR

Large developments such as Orlando's Harmony, Las Vegas' Summerlin, and Salt Lake City's Daybreak communities are requiring builders to construct 100% ENERGY STAR homes. In response, EPA is including developers and their 100% ENERGY STAR communities on the online Partner Locator and crediting them in the program's award and recognition programs.

2004 Partner of the Year Awards

On March 2, 2004, ENERGY STAR recognized business and organizations for their outstanding contributions to reducing green house gas emissions through energy efficiency. Congratulations to these new homes partners!

Builders

Ence Homes – St. George, Utah
Engle Homes Colorado, a division of TOUSA Homes, Inc. - Englewood, Colorado
David Powers Homes - Houston, Texas
Nevada ENERGY STAR Partners - Las Vegas, Nevada
Pardee Homes - San Diego, California
Pulte Homes Nevada Operations - Las Vegas, Nevada
Veridian Homes - Madison, Wisconsin

Providers

D.R. Wastchak, LLC - Tempe, Arizona

Energy Services Group - Wilmington, Delaware

McGrann Associates - Moorestown, New Jersey

Leadership in Energy Efficiency Award

California Investor-Owned Utilities

Centerpoint - Houston, Texas

New England Joint Management Committee

New York State Energy Research and Development Authority - Albany, New York

Oncor Electric Delivery Company - Dallas, Texas

Vermont ENERGY STAR Homes Program

Comments/Questions? Email us at energystarhomes@icfconsulting.com